

TO YOU WHO INHALE

THESE FACTS ARE VITAL!



*All smokers inhale—sometimes—with or without knowing it.
When you do, it's plain, there's increased exposure to irritation.
So—choose your cigarette with care!*

There is a vital difference. Eminent doctors reported
their findings—in authoritative medical journals:

ON COMPARISON—FOUR OTHER LEADING BRANDS AVERAGED 235% MORE IRRITANT
THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS . . . AND WHAT'S MORE—
THE IRRITATION WAS FOUND TO LAST MORE THAN FIVE TIMES AS LONG!

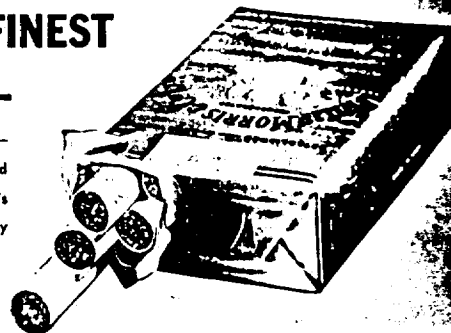
Remember—next time you buy a pack of cigarettes—
Philip Morris provides *truest* smoking pleasure—
Complete enjoyment of the world's finest tobaccos—
With no worry about throat irritation!
So—especially if you inhale—
It's plain common sense to . . .

CALL FOR PHILIP MORRIS!
REAL PLEASURE — REAL PROTECTION!



**AMERICA'S FINEST
CIGARETTE —**

TASTE BETTER AND ARE BETTER —
Proved better for your nose and
throat! Full enjoyment of the world's
finest tobaccos — with no worry
about throat irritation!



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